



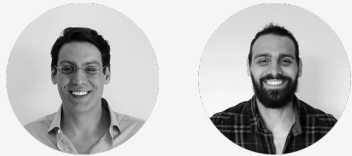
The global standard for loyalty on the blockchain



04.11.2020

# About us

## Team



**Gabriele & Gianluca**  
Co-Founders

**15**  
team members



**Bloomberg**

Broad industry  
experience

## Advisors



**Chris Cracchiolo**  
SVP & GM, Global  
Membership Rewards &  
Loyalty Benefits at AmEx



**Prof. Dr. Winfried  
Koeniger**  
Professor of Economics  
(HSG)



**Dominic Hofer**  
Founder & CEO Loylogic

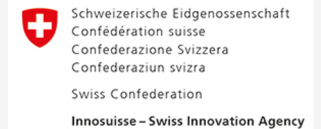


**Prof. Dr. Sven Reinecke**  
Executive Director  
Institute Marketing (HSG)

## Partner



## Media & Contributors



**CHF 5m raised**  
From over 150  
contributors

# Agenda

1. Challenges loyalty market
2. qiibee's plug & exchange solution
3. Opportunity

# 1. Challenges



# Stand-alone programs struggle to offer attractive redemption



77% of SaP's fail within 24 months after launch

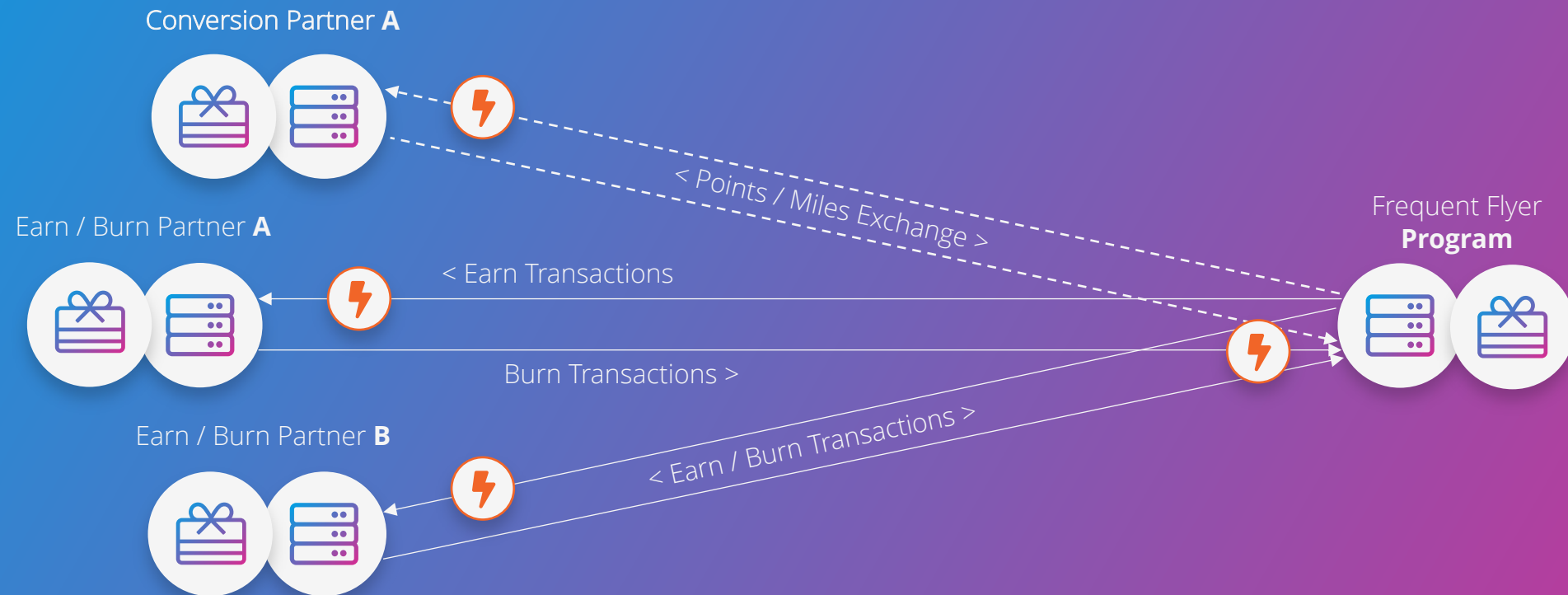


83% feel the rewards are not valuable enough



77% would switch if a competitor offers better rewards

# Cost-intensive partner management for FFP



Small partner deliver low volumes and produce negative ROI's



Onboarding only major partners caps the revenue long-term



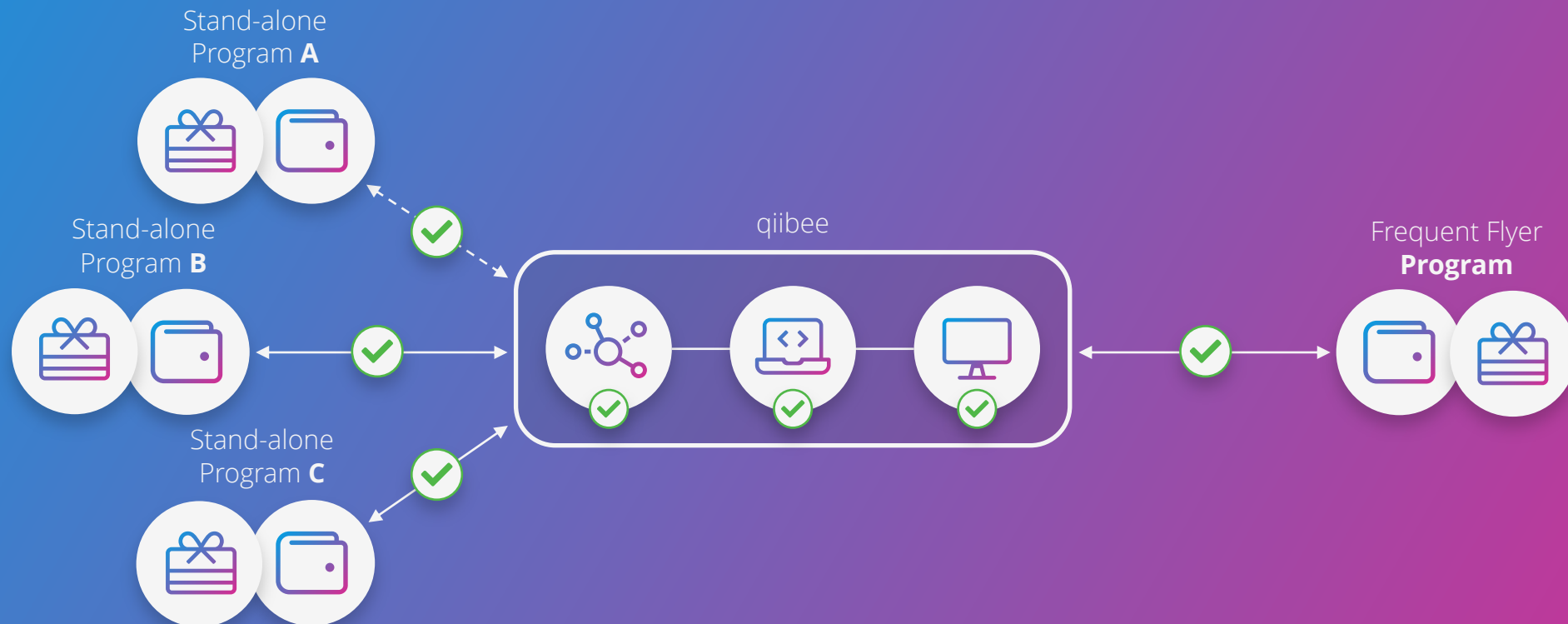
Failing to capture the long-tail of partners is a missed revenue opportunity



## 2. qiibee's plug&exchange solution

# Cutting partner management costs up to 90%

qiibee bundles Stand-alone Programs (Conversion Partners) for FFPs at 0 costs and enables Stand-alone programs to access the member ecosystem and redemption world of FFPs in no time.





# A no-brainer for all parties

## Benefits FFP

- Additional revenue
  - FFP confirms collaboration with standalone program, qiibee purchases miles & marketing budget and resells miles
- Safe costs
  - qiibee integrates once with FFP and then connects all standalone loyalty programs whereby whole reconciliation will be done on chain
- No risk
  - Experiment with a new technology with no budget / time required

## Benefits Standalone Program

- Speed
  - Instantly access FFP community with millions of members and endless redemption options
- Value
  - Offer exciting redemption options that maximize customer engagement and revenue
- Tech
  - Pay as you go billing whether you integrate qiibee within your existing app or use qiibee white-label solution

# Connecting ecosystems

- Swiss premium watchmaker with over 10'000 units and \$30m in revenue per year
- Creation of their own blockchain-based stand-alone program with tokenized points
- Earning of points by registering to the program and purchasing a watch
- Redemption of points in gift cards & VIP experiences
- Exchange in miles from well-known frequent flyer programs



# 3. Opportunity



# Opportunity

## 1. Partner contract

FFP and qiibee sign  
Partnership contract for a  
certain timeline and volume



## 2. Launch partnership

Communication of partnership and  
start offering your Miles



## 3. Confirmation FFP

We do the distribution, and  
you confirm which partners  
we can onboard



## 4. Increase revenue

You just invoice us for the  
Miles used and we manage  
the individual partner  
invoicing



# Benefits summary for FFP's

## Benefit

## Details

### **Increase efficiently revenue**

*One partnership contract with us, allows you to benefit from the revenue created through multiple partners; the only thing you need to do, is confirming the partners you want*

### **Expand partner network**

*Empower your existing members to have even more opportunities to earn your Miles, without the workload of months and months of partner acquisition*

### **Save time and money**

*The only partner integration you need is with us, forget lengthy and costly negotiation, onboarding, integration and management process related to managing multiple partners*

# Reach out to us



Co-Founder & CEO

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